



# Event Promotion Timeline

As soon as event date is confirmed, submit event to [ParadiseChamber.com's online community calendar](https://paradisechamber.com). Select events will be published in the community calendar pages of the *Ridge Business Journal*.

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## 8 WEEKS PRIOR:

- Design and create or purchase signage, flyers, posters, banners
- Send "Save the Date" email or mailer
- Contact [Paradise Recreation & Park District](#) to purchase space on electronic marquee
- Purchase newspaper, radio, billboard, etc. advertising

## 6 WEEKS PRIOR:

- Publish newsletter article in your house publication

## 4 WEEKS PRIOR:

- Send printed invitations, if appropriate
- Email event info to contact list
- Issue press release
- Include event in all community announcements (use your contacts – Town of Paradise, Upper Ridge Community Council, Paradise Rotary, Elks, Lions, churches) ongoing until event date

## 3 WEEKS PRIOR:

- Create Facebook event and invite contacts/page followers

## 1 WEEK PRIOR:

- Email deadline reminder
- Create event reminder social media post

## 3 DAYS PRIOR:

- Send media advisory to press contacts

## IMMEDIATELY FOLLOWING EVENT

- Issue press release recapping event, if appropriate
- Post social media promotion: photos, acknowledgements, Thank yous

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For promotional support and advertising, signage, etc. Visit [ParadiseChamber.com's business directory](https://paradisechamber.com) and [marketing page](#)